

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor  
formed over the substrate; and

a switching element packed on a FPC, and driven according to an output  
signal from said switching regulator control circuit to raise or lower a voltage.

2. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor  
formed over the substrate; ~~substrate;~~ and

~~wherein~~ a switching element [[is]] packed on the substrate, and driven  
according to an output signal from said switching regulator control circuit to raise or  
lower ~~[[the]]~~ a voltage.

3. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor  
formed over the substrate; and

a switching ~~element~~; element, an ~~inductor~~; inductor, a ~~diode~~; diode and a smoothing capacitor packed on a FPC,

wherein said switching regulator control circuit comprises:

a voltage feed back circuit which feeds back a voltage of said smoothing capacitor; and

a duty control circuit which controls a switching duty of said switching element.

4. (Canceled)

5. (Previously Presented) A display device according to claim 3, wherein said inductor, said diode, and said smoothing capacitor are packed on said substrate.

6. (Original) A display device according to claim 3, wherein said switching element is made up of a thin film transistor.

7. (Currently Amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor formed over the substrate, substrate; and

a switching element packed on a FPC, and driven according to an output signal from said switching regulator control circuit to raise or lower a voltage,

wherein said switching regulator control circuit uses an analog signal.

8. (Original) A display device according to claim 7, wherein said switching regulator control circuit comprises a reference voltage source, an error amplifier circuit, a triangle wave generation circuit, and a PWM comparator.

9. (Currently amended) A display device comprising:

a pixel portion comprising a first thin film transistor over a substrate; and

a switching regulator comprising:

a switching regulator control circuit comprising a second thin film transistor  
formed over the substrate, substrate; and

a switching element packed on a FPC, and driven according to an output  
signal from said switching regulator control circuit to raise or lower a voltage

wherein said switching regulator control circuit uses a digital signal.

10. (Original) A display device according to claim 9, wherein said switching  
regulator control circuit comprises an AD converter circuit, a nonvolatile memory, a  
CPU, and a pulse generation circuit.

11. (Currently Amended) A display device according to claim 1, wherein a  
plurality of switching regulator control circuits are formed ~~[[on]]~~ over the substrate.

12. (Previously Presented) A display device according to claim 2, wherein a  
plurality of switching regulator control circuits are formed over the substrate.

13. (Previously Presented) A display device according to claim 3, wherein a  
plurality of switching regulator control circuits are formed over the substrate.

14. (Previously Presented) A display device according to claim 7, wherein a  
plurality of switching regulator control circuits are formed over the substrate.

15. (Previously Presented) A display device according to claim 9, wherein a  
plurality of switching regulator control circuits are formed over the substrate.

16. (Original) A display device according to claim 1, wherein said display device is a liquid crystal display device.

17. (Original) A display device according to claim 2, wherein said display device is a liquid crystal display device.

18. (Original) A display device according to claim 3, wherein said display device is a liquid crystal display device.

19. (Original) A display device according to claim 7, wherein said display device is a liquid crystal display device.

20. (Original) A display device according to claim 9, wherein said display device is a liquid crystal display device.

21. (Original) A display device according to claim 1, wherein said display device is an EL display device.

22. (Original) A display device according to claim 2, wherein said display device is an EL display device.

23. (Original) A display device according to claim 3, wherein said display device is an EL display device.

24. (Original) A display device according to claim 7, wherein said display device is an EL display device.

25. (Original) A display device according to claim 9, wherein said display device is an EL display device.

26. (Previously Presented) A display device according to claim 1, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

27. (Previously Presented) A display device according to claim 2, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

28. (Previously Presented) A display device according to claim 3, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

29. (Previously Presented) A display device according to claim 7, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.

30. (Previously Presented) A display device according to claim 9, wherein the display device is applied to electronic equipment selected from the group consisting of a digital camera, a notebook type personal computer, a PDA, a DVD player, a folding portable display device, a watch type display device and a mobile telephone.